device, a mobile access device (e.g., a mobile phone device, a handheld device, a laptop computer, a tablet computer, a personal-digital assistant device, a camera device, etc.), a personal computer, a gaming device, a television device, and/ or any other device configured to perform one or more of the processes and/or operations described herein. In certain examples, access subsystem 204 may be additionally or alternatively implemented by one or more detection and/or sensor devices.

[0042] FIG. 3 illustrates an exemplary targeted advertising method 300. While FIG. 3 illustrates exemplary steps according to one embodiment, other embodiments may omit, add to, reorder, and/or modify any of the steps shown in FIG. 3. The steps shown in FIG. 3 may be performed by any component or combination of components of system 100.

[0043] In step 302, a media content presentation system presents a media content program comprising an advertisement break. For example, presentation facility 102 and/or access subsystem 204 may be configured to present the media content program in any suitable manner, such as disclosed herein.

[0044] In step 304, the media content presentation system detects an ambient action performed by a user during the presentation of the media content program. For example, the ambient action may include any suitable ambient action performed by the user, and detection facility 104 may be configured to detect the ambient action in any suitable manner, such as disclosed herein.

[0045] In step 306, the media content presentation system selects an advertisement associated with the detected ambient action. For example, advertising facility 106 may be configured to select the advertisement in any suitable manner, such as disclosed herein.

[0046] In step 308, the media content presentation system presents the selected advertisement during the advertisement break. For example, presentation facility 102 may be configured to present the selected advertisement during the advertisement break in any suitable manner, such as disclosed herein.

[0047] To illustrate the foregoing steps, FIG. 4 illustrates an exemplary implementation 400 of system 100 and/or access subsystem 204. As shown, implementation 400 may include a media content access device 402 (e.g., a STB device) communicatively coupled to a display device 404 and a detection device 406. As shown, detection device 406 may be associated with a detection zone 408, within which detection device 406 may detect an ambient action of a user and/or any other suitable information associated with the user and/or detection zone 408. To illustrate, detection zone 408 may include at least a portion of a room (e.g., a living room) within a user's home where access device 402, display device 404, and/or detection device 406 are located. Detection device 406 may include any suitable sensor devices, such as disclosed herein. In some examples, detection device 406 may include an image sensor device, a depth sensor device, and an audio sensor device.

[0048] Access device 402 may be configured to present a media content program by way of display device 404. For example, access device 402 may be configured to present a television program including one or more advertisement breaks by way of display device 404 for experiencing by one or more users within detection zone 408. During the presentation of the television program, access device 402 may be configured to utilize detection device 406 to detect an ambient

action of a user watching the television program. To illustrate, access device 402 may detect, by way of detection device 406, that two users are cuddling on a couch during the presentation of the television program and prior to an advertisement break. Based on the detected ambient action, access device 402 and/or a corresponding server device (e.g., implemented by provider subsystem 202) may select an advertisement associated with the ambient action. In some examples, access device 402 and/or the corresponding server device may utilize one or more terms associated with the detected ambient action (e.g., in accordance with a corresponding reference table) to search for and/or select an advertisement associated with the detected ambient action. To illustrate, access device 402 and/or the corresponding server device may utilize one or more terms associated with cuddling (e.g., the terms "romance," "love," "cuddle," "snuggle," etc.) to search for and/or select a commercial associated with cuddling (e.g., a commercial for a romantic getaway vacation, a commercial for a contraceptive, a commercial for flowers, a commercial including a trailer for an upcoming romantic comedy movie, etc.). Thereafter, access device 402 may present the selected advertisement by way of display device 404 during the advertisement break for experiencing by the users.

[0049] The foregoing example is provided for illustrative purposes only. One will appreciate that method 300 may be implemented in any other suitable manner, such as disclosed herein.

[0050] FIG. 5 illustrates another exemplary targeted advertising method 500. While FIG. 5 illustrates exemplary steps according to one embodiment, other embodiments may omit, add to, reorder, and/or modify any of the steps shown in FIG. 5. The steps shown in FIG. 5 may be performed by any component or combination of components of system 100.

[0051] In step 502, a media content presentation system presents a media content program comprising an advertisement break. For example, presentation facility 102 may be configured to present the media content program in any suitable manner, such as disclosed herein.

[0052] In step 504, the media content presentation system detects an interaction between a plurality of users during the presentation of the media content program. For example, detection facility 104 may detect the interaction in any suitable manner, such as disclosed herein.

[0053] In step 506, the media content presentation system selects an advertisement associated with the detected interaction. For example, advertising facility 106 may be configured to select the advertisement in any suitable manner, such as disclosed herein.

[0054] In step 508, the media content presentation system presents the selected advertisement during the advertisement break. For example, presentation facility 102 may be configured to present the selected advertisement during the advertisement break in any suitable manner, such as disclosed herein.

[0055] In certain embodiments, one or more of the processes described herein may be implemented at least in part as instructions executable by one or more computing devices. In general, a processor (e.g., a microprocessor) receives instructions, from a tangible computer-readable medium, (e.g., a memory, etc.), and executes those instructions, thereby performing one or more processes, including one or more of the processes described herein. Such instructions may be stored and/or transmitted using any of a variety of known non-transitory computer-readable media.